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Shaving culture for the German capital

The shaving accessories of the traditional MÜHLE brand are held in high regard by enthusiasts all over the world. On 2 October, their manufacturer, Hans-Jürgen Müller GmbH & Co. KG from the Ore Mountains in Saxony, is opening the first national Store + Showroom in Berlin. The first international brand store will follow in Peking in the late autumn.

2 October 2014. With design series produced manually according to the highest standards, MÜHLE has made the traditional wet shave into a grooming ritual for the modern man. In their first national brand store in Berlin the wet shave experts are now showing how shaving culture is celebrated. The elegant showroom embraces exclusively designed presentation areas displaying the collection highlights, as well as a small, exquisite barber shop offering stylish shaves. The centrepiece is an elongated washstand where visitors can try out various care series, shaving soaps and creams. Or they can consult store manager Stephanie Wagner (35) on the hair qualities of the brushes, ranging from silvertip badger to synthetic fibres. The handle materials processed by the manufactory for the razors and brushes include such select materials as carbon, Chinese lacquer, fine woods and high-grade resin.

The perfect contour – Hackesche Höfe

"We could not have found a better location," says managing director Andreas Müller, who wants to impress more than just the people of Berlin and guests from all over the world with applied shaving culture. Professionals are to be trained and advised here, too. David S. Kastner, managing partner of PentaNex GmbH, sees MÜHLE as "a fantastic gain for the exciting range of the Hackesche Höfe". Built in 1906, the 26,000 m² courtyard complex combines cultural and gastronomic offerings with around 30 stores which together form a discerning overall concept: All the stores are owner-managed, with no chains or branches, and the merchandise is of a regional and clearly handcrafted nature. MÜHLE's store concept fits the bill perfectly. Andreas Müller: "As far as the building style and the environment are concerned, we communicate our unmistakable profile, which characterises every product, in an integrative way. It comes from a manufactory, produced with love and care as an entity of design, quality and longevity." Naturally, the manufacturer also cares about women, who have appreciated beauty and grooming rituals from time immemorial. Now both the men's and women's worlds have a new exclusive address:

MÜHLE Store + Showroom

Hackesche Höfe/Hof IV, Rosenthaler Straße 40/41, 10178 Berlin
Opening hours: Monday – Saturday from 11:00 a.m. to 7:00 p.m.
berlin@muehle-shaving.com

To chic for men's hands?

Anyone who believes that the wet shave has remained a male domain is mistaken. One of the best counter-examples is Stephanie Wagner, who manages the new MÜHLE store. The qualified beauty and wellness expert has a keen instinct for men's grooming requirements, wishes and sensitivities. Before switching to the fine arts, the native of Berlin flew around the globe as a stewardess, in close contact with discerning customers on a daily basis. Her assessment of Berlin's men? "They are relaxed and open, let themselves be inspired and remain loyal once they have found what is right for them."

Naturally, she adds, there are some who prefer to attend to personal hygiene and shaving quickly. But most are more particular and enthusiastic about selected designs and materials. "With care products it then becomes increasingly important to allow the skin to come into contact with nature and not chemicals."

From niche brand to initiator

In the coming year, the MÜHLE brand is celebrating its 70th anniversary – and is younger now than ever. Over the past decades the family business has transformed itself into a modern manufacturing company which unites craftsmanship with industrial precision. Design orientation, extremely high production quality and a readiness to advance the in-house development of innovative materials have secured the traditional brand from the Ore Mountains a permanent place among the leading international providers of wet shave accessories. "To a large extent this is due to our clearly defined brand presence which we keep consistent at all levels," explains Christian Müller, who manages the company jointly with his brother Andreas.

The Berlin Store + Showroom puts this philosophy into practice. Historic tools and utensils evoke the traditional origins of artisanal processing. Monochromatic white furniture and light grey walls in keeping with the corporate design underline the quality and the individual design of the exhibited product series. This is contrasted by masculine materials such as oak and leather. The centrepiece is an elongated washstand which serves as an physical invitation to try out grooming rituals and products, preferably there and then. The store concept also includes a traditional barber shop where visitors can relax as they are shaved in true, professional style – also with a straight razor. And as befits the occasion, men remain among their peers here.

"What we are conveying is an attitude to life," Andreas Müller emphasises, "after all, shaving is the most masculine grooming ritual of all." Even in Asia there is a growing clientele of men who prefer to employ accessories made in Germany for the removal of their facial hair. In the Beijing Lufthansa Shopping Center, a luxurious shopping paradise, the first international brand store is therefore to be opened at the beginning of November 2014 in Peking.

About MÜHLE

Since 1945, the traditional brand MÜHLE Shaving Culture has provided a high-quality, internationally distributed full range for the wet shave: brushes, holders, razors and shaving kits. The MÜHLE SKIN CARE series offers particularly nurturing shaving soaps, creams and after shave lotions. Elegantly designed accessories, mugs, bowls, soap cases, mirrors and travel kits complement the product range – made in Germany. With MÜHLE ORGANIC we are also offering a complete, BdiH-certified natural cosmetic series. Sales in 2013: €8.6 million, employees: 50. Expected sales in 2014: €10 million.

www.muehle-shaving.com
www.hackesche-hoefe.de

Information/Contact

Hans-Jürgen Müller GmbH & Co. KG
Andreas Müller / Christian Müller
Hauptstr. 18, D-08328 Stützengrün
Tel +49 37462 652-0
info@muehle-shaving.com

Press contact

hsk communications
Helga Sonntag-Kunst
Warnckesweg 43, D-22453 Hamburg
Tel +49 172 4157756
info@hsk-communications.com